

Ideation Workshop Script

Main Objective: To brainstorm and develop concepts for a digital sport accessible to a diverse group, including athletes, non-athletes, and individuals with disabilities. The goal is to design an innovative, inclusive digital sport that can be enjoyed worldwide before the next Olympics.

Workshop Details

- Total Duration: 90 minutes
- Groups: 3 participants per group
 - Roles:
 - A - Leader: Guides the discussion, keeps the team focused on the objective.
 - B - Time-keeper: Manages the schedule to ensure each part of the workshop stays on track.
 - C - Logistics: Ensures all materials are in place and keeps notes of the key points.

Personas

1. Alex - The Tech-Savvy Adventurer

- Background: A young adult who loves the outdoors, gaming, and digital trends. Tech-savvy and adventurous, they like sports but are often hindered by accessibility limitations.
- Needs: Seeks a sport that combines technology with nature, is mobile-friendly, and requires minimal equipment.

2. Maya - The Empathetic Support Worker

- Background: A middle-aged caregiver who works with people with disabilities. Maya believes strongly in inclusivity and wants everyone to experience the joy of sports.
- Needs: Desires a low-barrier sport that's both physically and mentally engaging for people with diverse abilities.

3. Sam - The Fitness-Oriented Senior

- Background: A retired teacher who stays fit and enjoys group activities. Sam is curious about digital technologies and prefers activities that are easy to learn and keep them socially connected.

- Needs: Wants a sport that balances gentle movement with digital interaction, providing a social element.
- 4. **Ben - The Data-Driven Athlete**
 - Background: A competitive athlete in their 20s who is fascinated by tracking performance data. They are always searching for ways to improve, even in virtual environments.
 - Needs: Looks for a sport that provides feedback on performance, tracks progress, and has a competitive element.
- 5. **Lina - The Tech Enthusiast with Limited Mobility**
 - Background: An avid gamer and coder with limited mobility. She loves activities that require strategy over physical ability.
 - Needs: A digital sport that offers strategic challenges, social interaction, and minimal physical movement.
- 6. **Jared - The Global Connector**
 - Background: A multicultural manager in his 30s who loves team-building activities and connecting people across continents.
 - Needs: Wants a sport that builds connections among participants globally, accessible across time zones, and can bridge physical and digital spaces.

Workshop Agenda

1. **Welcome and Objective Setting** (10 minutes)
 - Facilitator briefly introduces the workshop and states the objective.
 - Review of roles (Leader, Time-keeper, Logistics) and persona types.
 - Objective: Develop a digital sport concept that is inclusive, engaging, and can be played by people from different backgrounds and abilities by the next Olympics.
2. **Icebreaker - Digital Olympics Memories** (10 minutes)
 - Prompt: "Think of a memorable Olympics moment (real or imagined) that connects with technology."
 - Each person briefly shares their moment.
 - Purpose: To get everyone thinking about the fusion of sports and technology and to encourage empathy and imagination.
3. **Main Ideation Process**
 - **Step 1: Define the Problem** (15 minutes)
 - In groups, discuss barriers that prevent people from participating in sports. Identify the pain points that the sport should address, such as accessibility, inclusivity, and enjoyment across skill levels.
 - Write down key barriers on sticky notes or a shared document.

- Timekeeper's Task: Ensure the group stays within the time limit.
- **Step 2: Generate Ideas** (20 minutes)
 - Leader initiates a brainstorming session, encouraging rapid ideation without criticism.
 - Each participant writes down as many ideas as possible.
 - Logistics Role: Collects and organizes the ideas.
 - Prompt Ideas:
 - "What if physical ability wasn't a factor?"
 - "How could a sport work in both digital and physical spaces?"
 - "How might we use digital tools to make the sport engaging?"
- **Step 3: Narrow Down Ideas** (10 minutes)
 - Groups review their list and select 2-3 ideas that best fit the objective and personas.
 - Discuss feasibility, appeal, and inclusivity for each idea.
 - Leader's Task: Ensure the group aligns on the chosen ideas.
- **Step 4: Refine the Chosen Ideas** (10 minutes)
 - Each group refines their top ideas, adding details to improve clarity and viability.
 - Consider elements like gameplay, digital tools, accessibility, and how the sport can adapt to various physical abilities.
- 4. **Voting Process - Choose the Best Idea** (15 minutes)
 - Each participant votes on the most promising idea within their group.
 - Voting Method:
 - Each group presents a summary of their top idea.
 - Participants vote for the idea they feel best fulfills the objective, considering inclusivity, feasibility, and engagement. (1-5 score voting method for each criterion.)
 - The idea with the highest average score wins.
- 5. **Conclusion and Reflection** (10 minutes)
 - Each group shares a brief reflection on their selected idea and how they think it could impact the future of digital sports.
 - Facilitator concludes with a quick recap of the chosen ideas and thanks participants for their input.

Time Schedule Summary

- Objective Setting: 10 minutes
- Icebreaker: 10 minutes
- Define the Problem: 15 minutes

- Generate Ideas: 20 minutes
- Narrow Down Ideas: 10 minutes
- Refine Ideas: 10 minutes
- Voting: 15 minutes
- Conclusion and Reflection: 10 minutes

Additional Notes

- Materials:
 - Sticky notes, markers, timer, and a shared virtual document for those joining remotely.
- Key Reminders:
 - Keep discussions respectful, constructive, and time-focused.
 - Encourage creativity, even if ideas seem unconventional.
 - Focus on inclusivity and universal appeal throughout the ideation process.